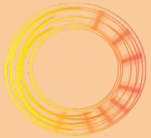
# Evaluating Your Memory Lab

Webinar #7

Friday, July 30, 2021



CALIFORNIA REVEALED

Memory Lab Network
DC public library

California STATE LIBRARY
FOUNDED 1850
PRESERVING OUR HERITAGE, SHAPING OUR FUTURE

INSTITUTE of Museum and Library SERVICES

# Memory Lab Webinars

January: Memory Lab Model(s)

February: Goals & Expectations

March: Intro to Digital Concepts

April: Intro to Audiovisual Preservation

May: Equipment Set Up, Workflows, Troubleshooting

June: Training Staff

**July: Evaluating**

August: Sustaining & Expanding

*Register*: https://californiarevealed.org/memorylabs
*MLN Deep Dive*: https://memorylabnetwork.github.io

**Permalink:** https://californiarevealed.org/islandora/object/cavpp%3A16605

# Memory Lab Brown Bag

Tuesday, August 31, 2021

12:00pm noon

All are welcome!

***Register***:
https://tinyurl.com/5bs33zea

# Uses of Evaluation

- Develop an evaluation strategy at the same time you plan: how will we know the Memory Lab is a success? Consider quantitative & qualitative benchmarks
- Document success and lessons learned
- Improve service design & delivery: Is your Memory Lab connecting with, supporting, and responding to community needs?
- Plan for the future
- Informs your program at every level: from community assessment and information gathering to determining outcomes to developing programs and services

# Evaluation Requirements for Copycat Grant

- Surveys are to be administered when the project involves:

1. Programs
2. Presentations
3. Consultations
4. Acquisition or creation of content
5. Planning/evaluation

- Final narrative report

IMLS Evaluation Resources:
https://www.imls.gov/research-evaluation/evaluation-resources

# Required Survey Questions

## Library Staff

- I learned something by participating in this library activity.
- I feel more confident about what I just learned.
- I intend to apply what I just learned.
- Applying what I learned will help improve library services to the public.

## Patrons

- I learned something by participating in this library activity.
- I feel more confident about what I just learned.
- I intend to apply what I just learned.
- I am more aware of resources and services provided by the library.
- I am more likely to use other library resources and services.

# Outcome Identified in the CopyCat Toolkit

“The library will start to develop a digital preservation workstation that meets the transfer needs of their community collections. Scanning equipment and software can accommodate photographs (prints, negatives and slides), documents, audio cassettes, VHS/VHS-C cassettes, DV/miniDV cassettes, 8mm/Super 8mm film, CDs, DVDs, and 3.5" floppy disks. Community members will gain the skills and the confidence to digitize, care for, and manage their own histories. Through monthly webinars, library staff will gain practical knowledge in digitization, plan their own digitization program, develop a Lab Orientation, set workflows, and design a preservation plan to continue and sustain the Memory Lab.”

# Challenges During This Grant Cycle

- Delays in establishing the lab
  - Finding and purchasing equipment

- Delays in training staff/patrons
  - Staff working from home or reassigned
  - Library closed to the public

- What else?

- Likely not to be much in the way of required survey data
- What to do??

# Successes During This Grant Cycle

- Establish desired equipment list and start an inventory
- Set up call for donations of equipment
- Establish policies and workflows: Documentation!
- Establish user agreement
- Test equipment with sample items
- Train staff
- Decide on mechanism for surveying and collecting feedback from staff & patrons
- Publicity materials and outreach plan
- What else?

# Final Grant Reporting

- LSTA survey data is entered when reporting on grant activities.
- There is an opportunity to report to include other assessments.
- Go back to the projected outputs and activities and address the success of each of these.
- Report the challenges and learning experiences of troubleshooting.
- Comments from participants and photographs are encouraged.

# Collecting Data: Why?

- Illuminate trends and patterns over time
- Learn from failures and successes
- Create a sustainable model
- Proof and tool for support and funding

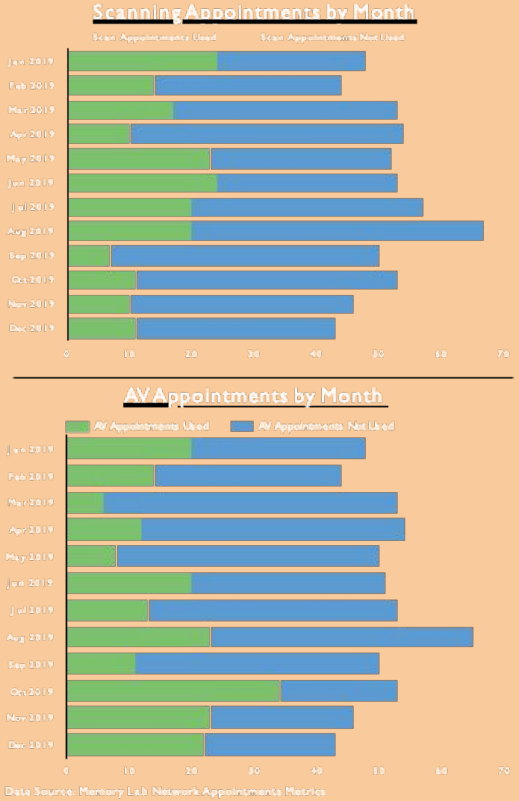
- If users are comfortable, collect data electronically
  - Easy to store, compare, visualize and share!
  - e.g. Google Forms->Google Sheets->Google Data Studio

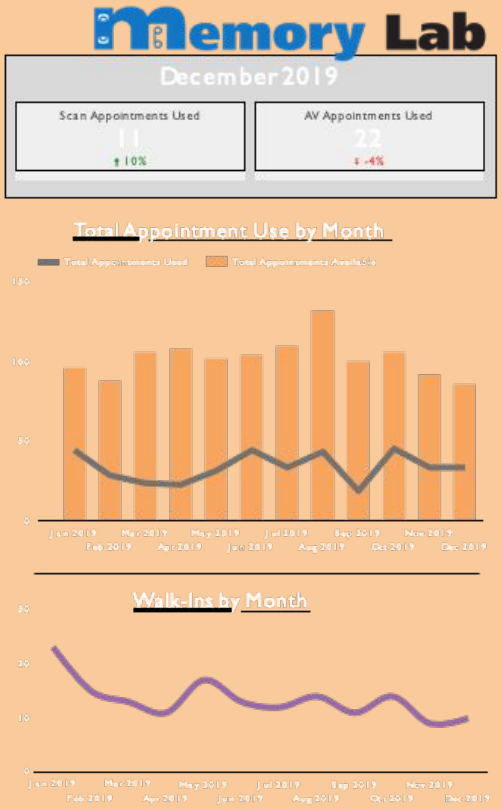
# Collecting Quantitative Data

Places to collect quantitative data (stats)

- Physical Lab usage
  - Scheduling software (e.g. DCPL's Acuity) - documents number of appointments, formats, and most/least popular days/times
  -
- Online resources (e.g. DCPL's LibGuide)
  - Google Analytics - documents visitor info, most popular pages, and length of visit

- Classes and events
  - Attendees - Google Form - registration and roll call




MemLabNet webinar:
*How to collect and visualize data*
https://youtu.be/H1SLcDDlTNY

MemLabNet spreadsheet template for collecting data:
https://docs.google.com/spreadsheets/d/1PLb2r390wcSJwir3YJk1552h8sgoN2yRdwCqMFr8WdU/edit#gid=0

Import formatted data into Google Data Studio for data visualization, e.g.:
https://datastudio.google.com/u/0/reporting/11b9dbf3-9da4-4327-813b-e1f6f99f7934/page/cydoB

# Collecting Qualitative Data

Places to collect qualitative data (senses/feelings)

- Physical Lab usage
  - Exit survey - Google Form (e.g. DCPL's Exit Survey)
  - Exit interview
  -
- Online resources (e.g. DCPL's LibGuide)
  - Pop up survey

- Classes and events
  - Brief evaluation form (e.g. Memory Lab Network's Survey Template based on Public Library Association's *Project Outcome,* a free online toolkit)

project | OUTCOME MEASURING THE TRUE IMPACT OF LIBRARIES | Public Library Association

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**NEW!** Project Outcome for **Academic Libraries:** Visit the Site

# Outcome Measurement Made Easy

## *for Public Libraries*

**Resources and Tools to Create Surveys and Analyze Outcome Data**

Public Libraries Sign Up | Academic Libraries Sign Up

**337,522**
Responses collected through **public library surveys**

**2,003**
**Public libraries** have created surveys

## Public Library Updates

### Project Outcome 101

New to Project Outcome? Watch this webinar recording to learn about everything the toolkit has to offer. Learn how to measure meaningful learning outcomes at your library and how Project Outcome can help at every step in the process, from administering surveys to presenting the results.

## Project Outcome Live News

**Project Outcome**
@ProjectOutcome

Once you've collected responses from your Project Outcome survey, learn to target your audience with the "Good Practices for Communicating Data" resource! ACRL: bit.ly/3bl9Nea PLA: bit.ly/3lCDhZQ

# Digging Deeper Into the User Experience

Biographical and Demographic Info

- What field are you in?
- Would you describe yourself as a member of the community this library represents?
- How are you involved in the library? Are you a user? A volunteer? A board member? A member of the Friends of the Library? A staff member?

# Digging Deeper Into the User Experience

## Use of the Memory Lab

- Why do you come to the Memory Lab?
- How often do you come to the Memory Lab (or have come)?
- How does being at the Memory Lab make you feel?
- How long have you been using the equipment or classes at the Memory Lab?
- What equipment have you used at the Memory Lab?
- What classes have you taken that are part of the Memory Lab?
- Have you used what you learned from the class in real life? How and how often?
- In your own words, what has the Memory Lab enabled you to do?
- What was your experience like using the Memory Lab? What works well? What could be improved?
- Can you tell us a story about something you transferred or preserved at the Memory Lab and how you used it? How did it make you feel?
- If the Memory Lab didn't exist, what would be different for you? For your community?
- Prior to using the Memory Lab, had you looked for equipment and resources on preservation and digitization elsewhere? If so, what did you find? Can you describe this experience? How did it make you feel?

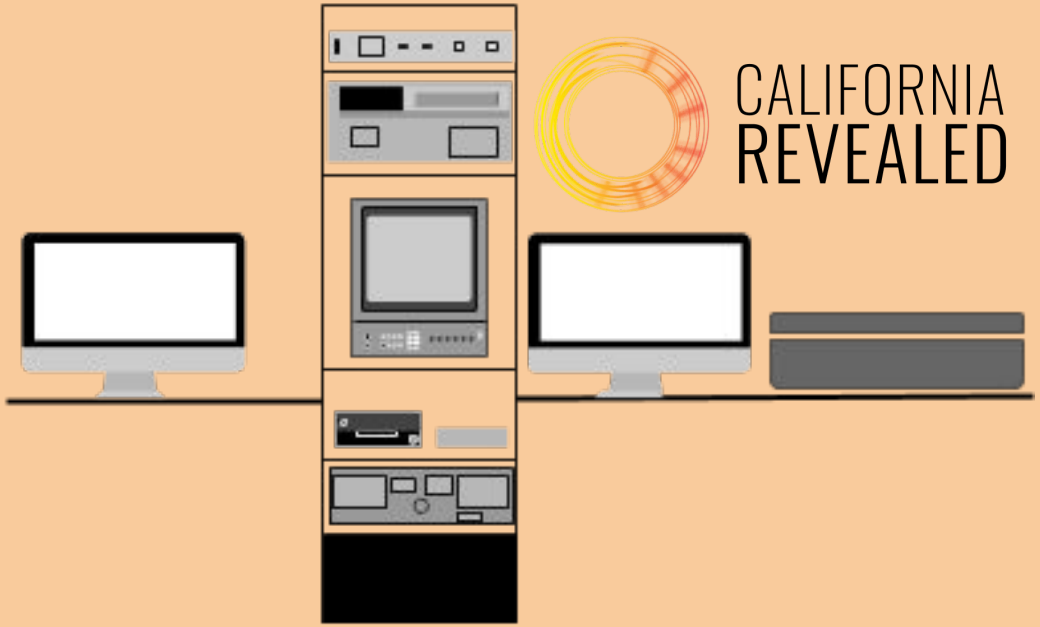
# Digging Deeper Into the User Experience

Impact:

- How did you first find out about this Memory Lab? What was your initial response to it?
- Do you feel that the Memory Lab is helpful to preserving local history?
- How would you describe the importance of this Memory Lab to someone who has never seen it before?
- Is there anything we haven't asked that you would like to discuss?

MemLabNet webinar:
*Assessing the Affective Impact of Community Archives: A Toolkit*
https://youtu.be/H1SLcDDlTNY

# Questions?
# Comments?



# Thanks! Keep in touch!

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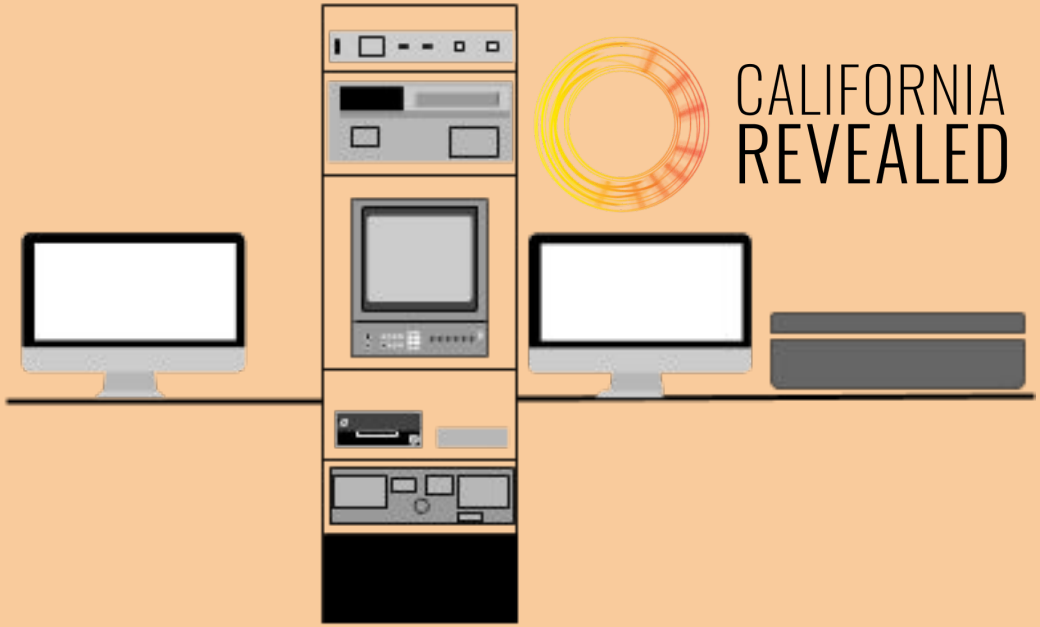
memorylabnetwork.github.io

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library.ca.gov/services/to-libraries/copycat-grants/memory-lab